#### Philip Morris Promotional Fulfillment Coupon/Sticker UPC Data Sheet and Order Form Use this form to provide the information about a program which will include coupons or stickers as well as a request for a UPC Code assignment and art. Send this form to the PM Promotional Fulfillment Assistant, 120 Park Avenue - 7th Floor, New York, New York 10017. Telephone (212) 878-2027 with questions. All information must be provided before a UPC code will be issued. UPC Size %: \_\_\_\_\_\_ CODE: Todav's Date: \_\_\_\_\_/\_\_\_/\_\_\_\_/ Ext: OVERNIGHT YES DELIVERY: NO Prepared By: Send UPC To: Name: Address: City/State/Zip: Brand Program Information: This Information is REQUIRED before a UPC will be issued. Program: \_\_\_\_\_ POS # \_\_\_\_ Program Description: (Please Be Specific) ☐ Offensive ☐ Yearly □ Winter ☐ Yes Audience Reached: Timing: Sweepstakes Capture Names?: ☐ Defensive ☐ Quarterly ☐ Spring Entry? □ No □ Both ☐ Holiday ☐ Summer □ Yes □Yes OCR CODED? □ Other ☐ Fall □ No □ No Coupon Distribution Information: This Information is REQUIRED before a UPC will be issued. Serialized Coupon ☐ Non-Serialized Coupon Expiration Date: \_\_\_/ /\_\_\_/\_\_\_/ Distribution Date: \_\_\_\_ Estimated Coupon Redemption Rate: Total Circulation: Max. Redemp. Cost/Coupon: \$ \_\_\_\_\_ % Will Coupons |Stickers Be Distributed: □ Nationally Will the distribution include military? ☐ Regionally (see below) ☐ Yes ☐ Specific Markets (see below) □ No On a Test Basis Method of Distribution (check only one per UPC): ☐ Magazine On Page (001) ON-Pack-Own Product (018) ☐ ROP/Newsp. Co-op (008) ☐ Hand Distribution (012) ☐ Magazine Tip-In (002) ☐ Sunday Supp.-Single (007) Retailer Coupon (013) ☐ Immediately Redeemable (020) ☐ All Other: Please Explain ☐ Magazine Special Unit (003) ☐ Sunday Supp.-Co-op (008) ☐ Direct Mail - Solo (014) (025)Control Circ. Magazine (004) ☐ FSI Inserts - Solo (010) ☐ Direct Mail - Co-op (015) ROP/Newsp. Single (005) ☐ FSI Inserts - Co-op (011) ☐ In-Pack-Own Product (016) Offer Information: This Information is REOUIRED before a UPC will be issued. Face Value: \$ Terms of Offer: (Describe completely) or Check OneBelow BIGIF ☐ B2G 50¢ Off ☐ \$2.50 Off Carton ☐ \$1.00 Off Carton Other - Provide Details Above ☐ B2G1F □ B3G 50¢ Off ☐ \$1.50 Off Carton \$3.00 Off Carton □ B3G1F ☐ Free Pack ☐ \$2.00 Off Carton ☐ Checker Intervention FOR COUPONS ONLY Distribution break by PM Region: Distribution break by Market PM # of Coupons # of Coupons # of Coupons # of Coupons Released (000) Released (000) Released (000) Market Released (000) Market Market Region 1 2 3 4 5 Total Approvals Brand/Military/Sales: Market Research: \_\_\_\_\_ Finance: For Promotional Fulfillment Use Only UPC CODER ASSIGNED: Date Assigned: Assigned By:

WHITE-Accounting GREEN-Media YELLOW-Market Research PINK-Purchasing GOLDEN ROD-Requester

#4003F PM USA/REV 9/94

AFTER UPC CODE ASSIGNMENT FOLLOW INSTRUCTIONS ON BACK OF FORM.

# **INSTRUCTIONS**

# 1. REQUESTER (BRAND, MILITARY, OR SALES):

Complete the data sheet for all coupons and stickers which require a UPC and offer code. Obtain Departmental Manager approval, retain golden rod copy and submit the completed form to PURCHASING.

### 2. PURCHASING:

Review and approve the data sheet. Assign a UPC/offer code and have COMPOSITION generate film for artwork. Retain pink copy and submit the form to MARKET RESEARCH.

## 3. MARKET RESEARCH:

Review and approve the data sheet, retain yellow copy and submit the form to ACCOUNTING.

#### 4. ACCOUNTING:

Review and approve the data sheet. Enter the coupon data into both the PM-USA and CMS redemption systems. Retain the white copy and forward the green copy to media.

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